

GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT

Tourism Promotion- Release of advertisement to be published in “Hindu World” a Telugu Monthly magazine, through M/s. Livewires Advertising Private Limited – Publication charges - Sanctioned – Orders- Issued

---

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 902

Dated: 05- 09-2008

Read the following:

- 1 Govt Lr. No.1656/PMU/PRO/2007, YAT&C (PMU) Department. dt. 04-04-2008
- 2 G.O.Rt. No.2248, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 3 G.O.Rt. No.2249, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 4 G.O.Rt. No.2250, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 5 Release Order No.09/Display-PP/Advt.I-2/2008-09, I&PR Department, dt.15-04.2008
- 6 Invoice No. Advt-078, M/s. Livewires Advertising Pvt. Ltd., Hyderabad, dt. 07.05.2008

\* \* \*

**ORDER:**

To promote Tourism destinations of Andhra Pradesh State, the Tourism and Culture Department has been releasing advertisements to publish in various Tourism and Business Magazine on regular basis, as a part of promotional initiatives. As a follow up of these initiatives, this Department has released an advertisement to publish in “Hindu World” a Telugu Monthly magazine, through M/s. Livewires Advertising Pvt. Ltd., which is one of the empanelled Advertising Agency of AP Tourism. After publication of the advertisement, the advertising agency has submitted a bill amounting to Rs.20,000/- vide letter 6<sup>th</sup> read above for arranging payment.

2. After careful examination of the matter, the Government hereby accord sanction an amount of Rs.20,000/- (Rupees Twenty thousands only) towards service charges of publication of the advertisement in “Hindu World” a Telugu Monthly magazine.

3. The amount sanctioned at para 2 above shall be debited to the following Head of Account:

“ 3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN,GH 11- Normal State Plan - SH (12) – Advertisement for Promotion of Tourism - 260 – Advertisements, sales and publicity Expenses”.

4. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw and disburse the amount sanctioned at para 2 above, in favour of M/s. Livewires Advertising Pvt. Ltd, Hyderabad, after deducting I.T. payable to the Income Tax Department

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

D. LAKSHMI PARTHASARATHY  
PRL. SECRETARY TO GOVERNMENT

To  
M/s. Livewires Advertising Pvt. Ltd, Hyderabad.  
The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.  
The Pay & Account Officer, A.P. Secretariat Branch, Hyderabad

Copy to:  
The YAT& C (PMU- Claims) Department.  
SF/SCs.

//Forwarded :: By Order//

SECTION OFFICER